

## **Back-to-School Email for Families**

**Subject line:** It's Back-to-School Time! Get ready by maintaining your health insurance with NY State of Health.

**Preview text:**

Keeping Your Health Insurance in the New School Year

**Email body text:**

As a parent, you want to do everything you can to prepare your child for the new school year – including getting them the required physicals, screenings and immunizations.

**If your child doesn't have health insurance...**

Apply for coverage through NY State of Health today! Nearly 99 percent of NY State of Health enrollees qualify for free or low-cost insurance that covers important benefits, including doctor visits, immunizations, mental health services, prescriptions, and hospital care. Child Health Plus provides additional dental and vision coverage.

Consumers can enroll in a health plan by:

- Calling the Customer Service Center at 1-855-355-5777
  - Monday to Friday, from 8:00 a.m. – 8:00 p.m.
  - Saturdays, from 9:00 a.m. – 1:00 p.m.
- Logging onto the website at [nystateofhealth.ny.gov](https://nystateofhealth.ny.gov)
- Speaking with an enrollment assistant. Find an assistant [here](#).

**If your child already has coverage through NY State of Health...**

Be prepared for important changes. [Starting in Spring 2023, New York State will restart eligibility checks for enrollees in Medicaid, Child Health Plus, and the Essential Plan.](#) This means enrollees may need to take action to renew their health insurance. If your family has health insurance through any of these programs, there are things you can do now to prepare for the upcoming renewal process.

**1. Sign up for text alerts.**

Sign up to receive SMS/MMS text alerts from NY State of Health. Text **START** to [1-866-988-0327](https://1-866-988-0327) to receive important health insurance updates, including reminders for when it's time to renew your coverage. Learn more at <https://info.nystateofhealth.ny.gov/COVID-19-Changes>.

2. **Make sure your address is up to date.** Make sure NY State of Health or your local Medicaid office has your current mailing address, phone number and email address so you can be contacted about your health insurance.
- If you have insurance through with NY State of Health, call [1-855-355-5777](tel:1-855-355-5777) (TTY: [1-800-662-1220](tel:1-800-662-1220)), log into your account at [nystateofhealth.ny.gov](https://nystateofhealth.ny.gov), or contact an [enrollment assistor](#). Find one at <https://info.nystateofhealth.ny.gov/findassistor>.
  - If you have Medicaid through your county's Medicaid office or through New York City's Human Resources Administration (HRA), [contact your local office](#) to update your address and contact information.
3. **Stay informed.**
- Visit <https://info.nystateofhealth.ny.gov/COVID-19-Changes>. This page is updated regularly to ensure you have access to the information you need.